



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re original application of:

Applicant : Thomas J. Perkowski  
Serial No. : 09/695,744  
Filing Date : October 24, 2000  
Title of Invention : INTEGRATED METHOD OF AND SYSTEM FOR  
ENABLING MANUFACTURERS, ADVERTISERS,  
RETAILERS, AND PROMOTERS TO MANAGE AND  
DELIVER CONSUMER PRODUCT RELATED INFORMATION,  
ADVERTISEMENTS AND PROMOTIONS TO CONSUMERS  
IN PHYSICAL AND ELECTRONIC SHOPPING  
ENVIRONMENTS  
Examiner : not yet assigned  
Group Art Unit : 2900  
Attorney Docket : 100-046USA000

Honorable Commissioner of Patents  
and Trademarks  
Washington, DC 20231

PRELIMINARY AMENDMENT

SIR:

Prior to examination of the present Application, please enter the following  
Amendments into the same:

AMENDMENT OF THE CLAIMS TO INVENTION:

Please cancel Claims 1-350 without prejudice or disclaimer and add Claims 351-395 as  
follows:

--351. An Internet-based consumer product marketing, merchandising and  
education/information system which enables manufacturers, their agents, retailers and their  
agents, and consumers to carryout product-related functions along the demand side of the  
retail chain, comprising:

a central UPN/TM/PD/URL RDBMS for storing a central database of  
UPN/TM/PD/URL links;

a first subsystem for enabling a manufacturer's marketing, brand and/or product  
managers to create and manage a local database of UPN/TM/PD/URL links related to the  
consumer products of the manufacturer being offered for sale in both physical and/or  
electronic marketplaces, and periodically transport said local database of UPN/TM/PD/URL  
links to said central UPN/TM/PD/URL RDBMS by electronic data interchange techniques,  
said local database of UPN/TM/PD/URL links being managed with a local UPN/TM/PD/URL  
RDBMS, and selected by the manufacturer's marketing, brand and/or product managers so as  
to create a desired brand image for each said consumer product of the manufacturer;

a second subsystem for enabling consumers to access one or more UPN/TM/PD/URL  
links in said central UPN/TM/PD/URL RDBMS, to request and obtain information about a